



CODESIGN TOOL:

Design Review Checklist



Use this checklist to review and provide feedback on the prototype before moving to the final production stages.

Design Principles	
Precision. Content accurately reflects research content (including charts, visualizations, etc) and key messages as determined by the team.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Equity implications. Content should explicitly address implications of this resource for or use of this resource to address equity.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Audience. The target audience is clear and messages are aligned to the audience needs that were identified in the Audience Activity in Stage 2.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Clarity of purpose. It is clear what the resource is trying to do (for example inform, persuade, or provoke thought in the reader).	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Calls to action (CTAs). At appropriate	<input type="checkbox"/> Looks good!



<p>moments in the resource, there are clear actions for the user to take, whether that's to go to the next page, reflect, engage, or to take some other next step.</p>	<p><input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable</p> <p>Suggestions (if applicable):</p>
<p>Meaningful graphics/artwork. The visual elements communicate to the audience that which is intended, and are not confusing, ambiguous, or culturally insensitive.</p>	<p><input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable</p> <p>Suggestions (if applicable):</p>
<p>Intentional tone through artistic choices. The colors, fonts, and graphic motifs should work together to create a tone for the piece, whether professional, whimsical, bold, subtle, or another appropriate aesthetic.</p>	<p><input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable</p> <p>Suggestions (if applicable):</p>
<p>Language. Language supports and elevates the audience, aligns with the intended tone of the resource, eliminates jargon that the user may not understand, and defines terms that the user has an opportunity to learn.</p>	<p><input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable</p> <p>Suggestions (if applicable):</p>
<p>Inclusive. Resource includes an array of races, ethnicities, abilities, ages, genders, body types, family units, neighborhoods, and learning environments in the imagery, examples, and anecdotes used in the design. Diverse individuals are represented in culturally affirming ways and in positions of power, leadership, ability, and access.</p>	<p><input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable</p> <p>Suggestions (if applicable):</p>
<p>Writing quality. Appropriate language, spelling, and other writing conventions are used for the intended audience.</p>	<p><input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable</p> <p>Suggestions (if applicable):</p>



Visual Elements	
Hierarchy. The organization is intentional and clear, with consistent formatting of headers, narratives, accents, callouts, etc.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Negative space. The design should embrace negative space so that the content can breathe.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Navigation and orientation. Navigation (how do I get around?) and orientation (where am I?) elements should be easy to use and understand.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Intuitive and familiar. Resource feels intuitive to use and mimics tools or resources that the intended audience is familiar with.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Technical Considerations	
Contact information. A method to contact one or more of the team members and/or a feedback mechanism, such as a survey or suggestion form, is included.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Accessibility. Design meets accessibility standards for the medium (online, the WCAG standards: https://www.w3.org/WAI/standards-guidelines/wcag/ ; in print, consult general guides like	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):



https://www.si.edu/Content/Accessibility/Publication-Guidelines.pdf .	
Selectable. Especially in an education setting, text should be selectable for easy sharing, reproducing, or quoting. Your designer should not be using images of text in any locations (this is also a universal accessibility concern).	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Legal, properly cited, and credited. Resource has appropriate permissions or licenses for content, proper citations should be used, and the creating team is credited for the work.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Copyrighted or licensed. As a team and in collaboration with the University of Delaware, discuss whether you will release your final resource under a Creative Commons license (six license options to consider), or if you will otherwise copyright your team's work and/or offer licensing options.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):
Branded. Your designer must follow the branding guidelines of the University of Delaware or other governing bodies that are sponsoring or overseeing your resource. Consult UDel for details and guidance for the particular medium in question.	<input type="checkbox"/> Looks good! <input type="checkbox"/> Revisions suggested <input type="checkbox"/> Not applicable Suggestions (if applicable):